

In the Claims:

1. (Canceled)

2. (Currently amended) A file browser system comprising:

a memory;

a file browser readable from the memory for displaying in a user interface a representation of media object files stored in memory; and

a file browser extension readable from the memory for decoding an object identifier from a selected media object file and for displaying in an extension of the user interface metadata or an action associated with the media object file via the object identifier; wherein the object identifier is decoded from a watermark embedded in perceptible attributes of an image or audio signal in the selected media object file, the perceptible attributes including imperceptible modifications that encode the object identifier in the image or audio signal.

3-4 (Canceled)

5. (Currently amended) A file browser system comprising:

a memory;

a file browser readable from the memory for displaying in a user interface a representation of media object files stored in memory; and

a file browser extension readable from the memory for decoding an object identifier from perceptible attributes of an image or audio signal in a selected media object file and for displaying in an extension of the user interface metadata or an action associated with the media object file via the object identifier; wherein the file browser extension forwards the object identifier to a metadata server to retrieve metadata or an action associated with the identifier, and displays the metadata or executes an action returned from the server, the object identifier being computed from the perceptible attributes of the image or audio signal yet being conveyed in the image or audio signal in a manner that does not cause perceptible changes to the image or audio signal.

6. (Original) The file browser system of claim 5 wherein the file browser extension extracts and displays metadata from the media object file along with metadata returned from the metadata server.

7. (Currently amended) A file browser system comprising:

a memory;

a file browser readable from the memory for displaying in a user interface a representation of media object files stored in memory; and

a file browser extension readable from the memory for decoding an object identifier from perceptible attributes of an image or audio signal in a selected media object file and for displaying in an extension of the user interface metadata or an action associated with the media object file via the object identifier; wherein the metadata or action is displayed as a URL link to information or a program associated with the selected media object file, the object identifier being computed from the perceptible attributes of the image or audio signal yet being conveyed in the image or audio signal in a manner that does not cause perceptible changes to the image or audio signal.

8. (Canceled)

9. (Currently amended) A file browser system comprising:

a memory;

a file browser readable from the memory for displaying in a user interface media object files stored in memory; and

a file browser extension readable from the memory for encoding an object identifier into a selected media object file and for displaying in an extension of the user interface one or more options for enabling a user to enter input to control the encoding of the object identifier; wherein the file browser extension comprises a watermark encoder for encoding the object identifier into perceptible attributes of an image or audio signal in the selected media object file, the perceptible attributes including imperceptible modifications that encode the object identifier.

10. (Currently amended) A watermark decoder system comprising:

a memory;

a host application readable from the memory having a user interface for displaying a representation of media object files; and

an extension to the host application, the extension being readable from the memory for decoding a watermark from perceptible attributes of an image or audio signal in a selected media object file and for displaying in an extension of the user interface metadata or an action associated with the media object file via the watermark, the perceptible attributes including imperceptible modifications that encode the watermark in the image or audio signal.

11. (Currently amended) An internet browser on a computer readable medium, the browser comprising:

a listener program for identifying a media object in an HTML document; and for inserting a handler into the HTML document [when] in response to determining an object identifier [is extracted] computed from perceptible attributes of an image or audio signal in the media object, the object identifier being computed from the perceptible attributes of the image or audio signal yet being conveyed in the image or audio signal in a manner that does not cause perceptible changes to the image or audio signal;

wherein the handler is operable to display metadata linked via the object identifier in response to user input.

12. (Original) The internet browser of claim 11 wherein the object identifier is decoded from a watermark embedded in the media object.

13. (Original) The internet browser of claim 11 wherein the metadata is retrieved from a metadata server by sending the object identifier to the metadata server.

14. (Previously presented) A method of rendering a media object comprising:

decoding an object identifier from perceptible attributes of an image or audio signal in the media object, the object identifier being computed from the perceptible attributes of the image or audio signal yet being conveyed in the image or audio signal in a manner that does not cause perceptible changes to the image or audio signal;

sending the object identifier to a metadata server;

receiving a brand identifier from the metadata server; and

displaying a representation of the brand identifier.

15. (Original) The method of claim 14 wherein the object identifier is decoded from a watermark embedded in the media object.

16. (Original) The method of claim 14 wherein the media object is a video or an image, and the representation of the brand identifier is a graphic superimposed on a rendering of the video or image.

17. (Original) The method of claim 16 wherein the graphic is a hot link to information or an action associated with the media object.

18. (Original) The method of claim 17 wherein selecting the hot link causes retrieval of the information or action from a remote server.

19. (Previously presented) A method for extending a user interface of a media player comprising:

in response to input requesting playback of a media object, extracting an object identifier from perceptible attributes of an image or audio signal in the media object, the object identifier being computed from the perceptible attributes of the image or audio signal yet being conveyed in the image or audio signal in a manner that does not cause perceptible changes to the image or audio signal;

using the object identifier to look up metadata associated with the media object;

extending a user interface of a media player to include a representation of the metadata associated with the media object.

20. (Original) The method of claim 19 wherein extracting the object identifier includes decoding the object identifier from a watermark embedded in the media object.